

36 Commuting Solutions | US 36 Congestion Mitigation Program Status Report March 2015

Program Start: September 2014

The US 36 Congestion Mitigation program is reducing traffic congestion during the US 36 Express Lane construction by utilizing a social marketing campaign, travel incentives and community education.

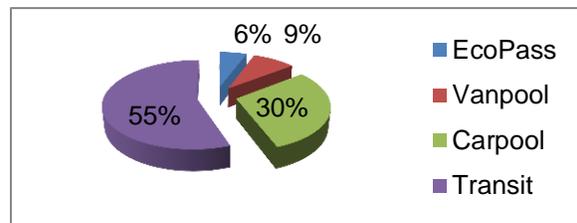
Incentives: \$75 carpool incentive, \$75 vanpool incentive, 10-ride RTD ticket book (\$45 value), US 36 Master EcoPass Pilot Program (free passes in 2015, 70% subsidy in 2016)

Overall Stats and Program Results

	Applications	Increase over previous month
Program Goal	833	
Current	597	48

- 920 employees at 25 businesses have access to RTD EcoPass
- Six new vanpools started
- 36 new vanpool riders added
- 55 new carpools formed

Completed Applications		
EcoPass	34	6%
Vanpool	53	9%
Carpool	178	30%
Transit	332	55%
Total	597	



Pre vs Post Participant Survey Results

Commute alone weekday before receiving incentive	74%
Commute alone weekday after receiving incentive	43%
<i>Current surveys indicate the program is resulting in a 31 percent reduction in drive alone trips.</i>	

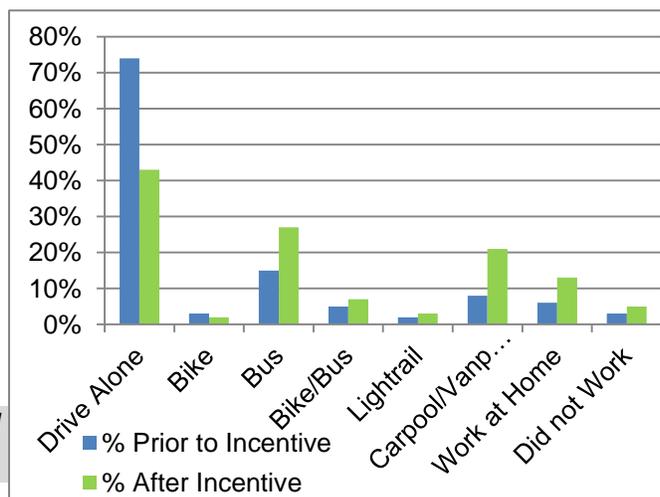
Vanpool Stats
6 New vapools formed
36 New vanpool riders added

Carpool Stats
51 people applied for carpool incentives
Total Incentives Distributed to date: \$3,575

Weekday Average Mode Use: Before incentive is received vs after incentive is received

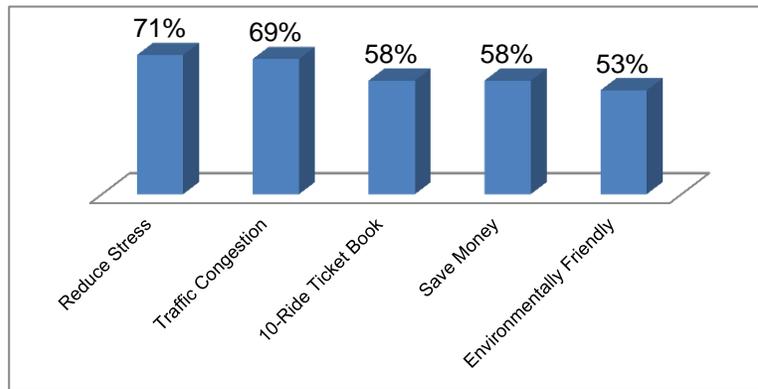
Mode	% Prior to Incentive	% After Incentive
Drive Alone	74%	43%
Bike	3%	2%
Bus	15%	27%
Bike/Bus	5%	7%
Lightrail	2%	3%
Carpool/Vanpool	8%	21%
Work at Home	6%	13%
Did not Work	3%	5%

Drive alone rates decrease; bus, carpool, vanpool increase appreciably after incentive is received.



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Top Reason for Participating	
Reduce Stress	71%
Traffic Congestion	69%
10-Ride Ticket Book	58%
Save Money	58%
Environmentally Friendly	53%



US 36 Master EcoPass Pilot Program:

Offering EcoPasses to organizations and their employees who are within 1/4 mile of the Westminster, Broomfield and McCaslin BRT stations

RTD Station	Passes
Westminster	112
Broomfield	302
McCaslin (Louisville)	135
McCaslin (Superior)	371
Total	920

Businesses by Location

McCaslin-Louisville	McCaslin-Superior	Broomfield	Sheridan
East West Wellness	Banfield Pet Hos.	Aloft	Double Tree
Executan	Buffalo Wild Wings	Arista Place	Holtzman Ent.
Home Depot	Great Clips	Famous Brands	Perkins
US Bank	Panda Express	Loftea Café	RSA
	Panera Bread	Return Path	Twinstar
	Petsmart	Wohnrade Engineering	
	TJ Maxx		
	Town of Superior		
	Whole Foods		